"---Kennedy must soon die die die die die die die die die die----."
A "simple" phrase from the notebook of Sirhan but also a textbook example of classic hypnotic suggestion as per the passages below from The Complete Guide to Hypnosis by Leslie LeCron. Nash Publishing Co., 1971.

"Perhaps the most important rule involved in making suggestions effective is that of repetition. The wording of any suggestion should always be clear and literal. Wording any suggestion, put the time for it to be carried out in the future---. Being able to implant beneficial suggestions to be carried out later can be a valuable procedure. Subjects will carry out a very bizarre post-hypnotic suggestion sometimes, and, when questioned as to why they did something quite unusual will rationalize their behavior. ---A person can be hypnotized by an indirect method and then be completely unaware that he is hypnotized."

Ray had in his possession copies of Self-Hypnotism by the same Leslie LeCron and a book on both hypnosis and dehypnotization entitled Psycho-Cybernetics by Maxwell Maltz.